

Ninth FM Outlet in D.C. Given WWDC

Eight Proposed Grants Also Made Final By FCC

FCC AWARDED Washington's ninth FM channel to WWDC Washington last week, denied Chesapeake Broadcasting Co.'s application and made final its proposed grants to eight other applicants [BROADCASTING, June 10]. Under the FM reservation plan, the two remaining channels will be withheld from assignment until June 30, 1947.

In the final decision, announced Monday, the Commission again questioned the legality of one WWDC program (*Tello-Test*), a prize give-away show. It held, however, that the station's application should not be denied on this basis because (1) "a number" of other stations carry the same program, and (2) WWDC has promised to discontinue it if FCC or the courts hold it illegal.

"The Commission is now engaged in a study to determine the legality of programs of this type," the decision asserted. WWDC reported at the oral argument [BROADCASTING, Aug. 5] that *Tello-Test* is carried by 39 stations and maintained, along with the show's owners, that the program "in no way" violates the law.

FCC also noted that race results now are not carried on WWDC's *All Sports Parade* for an hour after the races are run. Possibility that bookies used the broadcast results to pay off on races had been suggested at the March hearing.

Attorneys for Chesapeake Broadcasting Co., only remaining applicant which received no grant, indicated they had not decided whether to appeal from the denial of their application. During the oral argument they said they were competing only for the ninth channel, not for one of the eight for which proposed grants had been issued. The company is owned by Washington businessmen.

Policy Variations

Denying Chesapeake's application, FCC called attention to conflicts in testimony, "difference of viewpoint" among directors regarding some policy matters, and indications that controlling stockholders' primary interest "is to serve a local section of the Washington area" even though the service area would include the entire metropolitan district.

"Moreover," the decision said, "the availability of the applicant's general manager is left uncertain." Henry V. Seay, former WOL Washington commercial manager, testified he would assume duties immediately if Chesapeake's AM application is granted but would not take charge of the FM operation until "enough" receivers are

available—when about 50,000 listeners could hear FM, he estimated.

WWDC was assigned 100.9 mc (Channel 265) with 20 kw effective radiated power and antenna height of 500 feet above average terrain.

Except for WINX Washington, which proposed a new location and had not submitted engineering data for the new site, channel assignments for the eight proposed grantees were not changed in the final decision. The grantees, assignments (power is effective radiated power, and antenna height is height above average terrain), and highlights of plans:

Commercial Radio Equipment Co., licensee of KOZY Kansas City, Mo. (FM) and W3XL Washington, experimental FM; owned by Everett L. Dillard.—Channel 267, 101.3 mc, 20 kw, 500 ft. To operate six hours daily at first, increasing to 18 hours. Construction cost: \$42,750; operating: \$2,400 monthly.

Cowles Broadcasting Co. (WOL Washington)—Channel 263, 100.5 mc, 20 kw, 350 ft. To duplicate WOL programs, operating 19 hours daily. Construction cost: \$458,191 for FM and improvements on AM; FM operating: \$2,000 monthly.

NBC (WRC Washington)—Channel 233, 94.5 mc, 20 kw, 490 ft. To duplicate WRC programs, initially without extra charge to advertisers; WRC operates 19½ hours daily; 17½ hours Sundays. Construction cost: \$88,500 excluding antenna; operating: \$3,000 monthly.

Metropolitan Broadcasting Co., owned by 75 Washington area business and professional people; daytime AM grantee (WASH).—Channel 269, 101.7 mc, 20 kw,

500 ft. To operate six hours daily at outset, duplicating part of AM programs; ultimately operate 17 hours daily. Construction cost: \$42,750; operating: \$2,500 monthly.

Potomac Broadcasting Cooperative, owned by D. C. area cooperatives.—Channel 227, 93.3 mc, 20 kw, 495 ft. Operate seven hours daily at first, 12 hours ultimately; earnings above 6% dividends to be spent on station and program improvements. Construction cost: \$45,000; Operating: \$1,600 monthly at seven hours a day.

Evening Star Broadcasting Co. (WMAL Washington; Evening Star)—Channel 231, 94.1 mc, 20 kw, 500 ft. Operate 14 hours daily, duplicating most WMAL programs; would make extra charge to advertisers who "required" AM-FM duplication. Construction cost: \$47,700 excluding antenna tower; operating: \$2,500 monthly.

WINX Broadcasting Co. (WINX: W3XO, experimental FM; Washington Post)—Channel 225, 92.9 mc, 20 kw, 500 ft. (subject to filing application giving technical data for new location). Operate 19 hours daily, duplicating substantially all WINX programs; charge separate rates to FM advertisers but would duplicate programs of substantial public interest even if sponsors did not wish to pay extra rate. Construction cost: \$91,950.

Theodore Granik, founder-moderator of American Forum of the Air—Channel 229, 93.7 mc, 20 kw, 500 ft. Operate six hours a day at first, 17 hours ultimately. Has applied for AM. Operating cost: \$2,700 to \$3,000 monthly on six-hour-day basis.

Capital Broadcasting Co. (WWDC), principally owned by Joseph Katz of Joseph Katz Co. agency.—Channel 265: 100.9 mc, 20 kw, 500 ft. Operate 15 hours daily, duplicating most WWDC programs. No extra advertising charge contemplated for duplication. Construction cost: \$53,360; operating: \$1,650 monthly.

FCC Grants 16 Regular CPs Covering New FM Stations

SIXTEEN FM applicants, including 14 with AM affiliations, received regular construction permits last Thursday on authorization of a three-man board composed of Acting Chairman Charles R. Denny Jr. and Comrs. C. J. Durr and Ray C. Wakefield.

In the group, which brought the number of final FM construction permits to 215, were three which received regular permits in lieu of conditions previously specified by FCC. All standard licensees, they were KOIN Portland, KOMA Oklahoma City, and KSTP St. Paul.

Fourteen of the sixteen authorizations were for Class B stations. Class A permits went to George M. Ives, Brookfield, Ill., and KTEM Temple, Tex.

Revised Channel Plan

Meanwhile, it was understood that FCC would release shortly a revised plan showing the number of Class B FM channels available in the various communities as a result of the order reserving for one year every fifth Class B channel allocated to the respective areas last December. The Commission announced when the reservation order was made final that such a plan was being prepared, reflecting subsequent changes in the December allocations picture and the effect of the reservation order.

Last week's regular permits went to the following (AM interests of permittees or of individual stockholders shown in parentheses; power is effective radiated power and antenna height is height above average terrain):

American Bestg. Corp. of Kentucky (WLAP), Lexington, Ky.—Class B; 102.3 mc (Channel No. 272); 3 kw; 320 feet.

Sun Pub. Co. (WFJS), Jackson, Tenn.—Class B; 95.1 mc (No. 236); 30 kw; 420 feet.

WAGE Inc. (WAGE), Syracuse, N. Y.—Class B; 93.3 mc (No. 230); 1.6 kw; 610 feet.

Radio Station WMFR (WMFR), High Point, N. C.—Class B; 97.7 mc (No. 249); 3.3 kw; 310 feet.

News-Journal Corp., Daytona Beach, Fla.—Class B; 94.5 mc (No. 233); 8.5 kw; 330 feet.

Alexandria Bestg. Co. (KALB), Alexandria, La.—Class B; 100.1 mc (No. 261); 3 kw; 380 feet.

Radiophone Bestg. Station WOPI (WOPI), Bristol, Tenn.—Class B; 96.9 mc (No. 245); 10.4 kw; 2210 feet.

George M. Ives, Brookfield, Ill.—Class A; 104.7 mc (No. 284); 250 w; 168 feet.

Valley Electric Co. (KVEC), San Luis Obispo, Calif.—Class B; 92.3 mc (No. 222); 11 kw; 690 feet.

James F. Hopkins Inc. (WJBK), Detroit, Mich.—Class B; 94.5 mc (No. 233); 33 kw; 410 feet.

Plains Radio Bestg. Co. (KGNC), Amarillo, Tex.—Class B; 101.7 mc (No. 269); 36 kw; 400 feet.

Bell Bestg. Co. (KTEM), Temple, Tex.—Class A; 104.3 mc (No. 282); 210 w; 505 feet.

Harwell V. Shepard (KDNT), Denton, Tex.—Class B; 101.7 mc (No. 269); 3.1 kw; 290 feet.

KOIN Inc. (KOIN), Portland, Ore.—Class B; 94.5 mc (No. 233); 150 kw; 1350 feet.*

KOMA Inc. (KOMA), Oklahoma City,



WOL's CINDERELLA, Sherry Sherwood talks over her good luck with Merle Jones, general manager of the Cowles Washington station and hands him his pay check. Sherry was selected from over 60 contestants from Washington as one of the six finalists in the Tommy Dorsey nationwide talent search for his forthcoming picture, "The Fabulous Dorseys." She left for Hollywood last Thursday. Story behind that pay check is the strange part—Sherry is in the auditing department of WOL.

Latest FM Grantee Rushes Promotion

TWO-PRONGED PROMOTION of FM, aimed at dealers as well as listeners, was started by WWDC Washington last week almost simultaneously with the announcement that it was one of nine applicants chosen for FM stations in the Capital (story this page).

The station, which had argued that failure to get an FM grant would be its "death penalty" [BROADCASTING, Aug. 5], started carrying spot announcements telling its listeners FM's advantages and advising them that "if you are going to invest money in a new radio receiver, remember that FM will be here next year and that you don't want to miss it." The spots point out that WWDC "plans to spend approximately \$100,000 to bring you FM at its finest" and expects to have its FM transmitter in operation by Jan. 1.

To radio dealers of Washington, WWDC's General Manager Ben Strouse started a series of monthly letters "to keep you informed of the progress that we are making in the establishment of our FM transmitter" and asking that they keep the public informed. "Sometime early in 1947, there will be nine FM stations operating here, all of them with perfect signals throughout metropolitan Washington, and all of them operating with a great diversification of programming," the first letter reported.

Okla.—Class B; 100.1 mc (No. 261); 190 kw; 500 feet.*

KSTP Inc. (KSTP), St. Paul, Minn.—Class B; 102.1 mc (No. 271); 320 kw; 620 feet.*

*In lieu of conditions previously authorized.